

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 407365

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Carroll & Company

Name

2640-A Mitcham Drive

Address

Tallahassee
Fla
32308

850-877-1099

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

Abby Durre- CSS Treasurer

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Consumers For Smart Solar.
- b. The Purchaser is Nat'l media research, planning, & Placement.

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.

ORDER



WPLG, INC.

Orders
Order / Rev: 407365
Alt Order #: 08401450
Product Desc: CNSMRS 4 SMRT SOLAR
Estimate: 7895
Flight Dates: 10/25/16 - 10/31/16
Original Date / Rev: 09/26/16 / 09/26/16
Order Type: GENERAL

Primary AE: Justin Votta
Sales Office: PHI
Sales Region: NAT

Agency Name: National Media Research, Planning &
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: ISS/Consumers for Smart Solar
Demographic: A35-64
Product Codes: PL-Non-Ballot-Related
Priority: P-2
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	7	\$10,400.00	\$8,840.00
10/31/16	10/31/16	3	\$6,500.00	\$5,525.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	7	\$10,400.00	\$8,840.00	7.90
November 2016	3	\$6,500.00	\$5,525.00	2.90
Totals	10	\$16,900.00	\$14,365.00	10.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WPLG	10/31/16	10/31/16	M-F 12n News	CM	12-1PM	1-----	:30	1	\$600.00	P-2	0.90	NM	1	\$600.00
				M-F LCL 10 News @ Noon		(12:30 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$600.00		0.90			
2	WPLG	10/31/16	10/31/16	M-F 5a LCL News	CM	5-6am	1-----	:30	1	\$900.00	P-2	0.70	NM	1	\$900.00
				LCL 10 News @ 5am		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$900.00		0.00			
3	WPLG	10/31/16	10/31/16	M-F 730p Jeopardy	CM	730-8pm	1-----	:30	1	\$5,000.00	P-2	2.00	NM	1	\$5,000.00
				M-F Jeopardy		(7:30 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1				\$5,000.00		2.00			
5	WPLG	10/30/16	10/30/16	Su GMA	CM	8-9am	-----1	:30	1	\$3,200.00	P-2	1.70	NM	1	\$3,200.00
				Su GMA		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1				\$3,200.00		1.70			
6	WPLG	10/27/16	10/27/16	M-F 12n News	CM	12-1PM	---1---	:30	1	\$600.00	P-2	0.90	NM	1	\$600.00
				M-F LCL 10 News @ Noon		(12:30 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---		1				\$600.00		0.90			
7	WPLG	10/27/16	10/27/16	M-F 5a LCL News	CM	5-6am	---1---	:30	1	\$900.00	P-2	0.70	NM	1	\$900.00
				LCL 10 News @ 5am		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

